2017 EXHIBITOR PROSPECTUS

2017 Winter Regional Symposium
February 25-26, 2017
The US Grant Hotel
San Diego, CA
Commitments requested by January 6, 2017

2017 Annual Meeting (40th Anniversary)
May 4-7, 2017
InterContinental Cleveland, OH
Commitments requested by March 25, 2017

2017 Fall Regional Symposium
September 9-10, 2017
Hilton Baltimore
Baltimore, MD
Commitments requested by August 4, 2017

ASNM Webinars
ASNM’s webinar series provides timely information of special interest to professionals working within the IONM industry and those seeking to learn more about this evolving area of practice. Webinars are included as part of ASNM’s membership and are a worthwhile member benefit. All ASNM webinars are approved for one (1) credit hour of continuing education for ASNM-CEUs and AMA PRA Category 1 Credit(s)™

Our Vision
The Society serves as the leading organization for the field of interventional neurophysiological assessment and monitoring.

Our Mission
Quality neurophysiological monitoring benefits patient outcomes. The American Society of Neurophysiological Monitoring aims to:
• Foster the growth and stature of neurophysiological monitoring as a profession;
• Represent and advocates within the medical community on behalf of members;
• Provide a forum for education and dissemination of knowledge in the field;
• Develop quality standards for practice and training;
• Promote the highest standards of neurophysiological monitoring through research; and,
• Build partnerships and coalitions with allied professionals

For more information, please contact:
ASNM
275 N. York Street • Suite 401 • Elmhurst, IL 60126
Info@ASNM.org • www.ASNM.org
Phone: (630) 832-1300 • Fax: (630) 563-9181
ASNM members represent a wide variety of professions - from intraoperative monitoring professionals, audiologists, neurophysiologists, neurosurgeons, and neurologists, orthopedists, ENT surgeons, anesthesiologists, nurses, to other professionals involved in interventional intraoperative neuromonitoring.
The American Society of Neurophysiological Monitoring (ASNM) understands the challenges faced by exhibitors, manufacturers, and service providers and the myriad of choices made to maximize investments. ASNM meetings and symposia gather the highest level of medical professionals, researchers, and decision makers to provide you with the best return on your investment.

**GOLD Sponsor**

$5,000 – Exhibiting sponsor at ALL 2017 meetings.

**Benefits**
- One (1) exhibit table at ALL the events
- Two (2) staff registrations for each of those events
- Recognition in event materials and signage, and on ASNM website with active link to your website
- Recognition on the Gold Sponsor webpage
- Access for two (2) staff to attend a webinar
- Additional registrations at $375.00 per person, per meeting
- Attendee list provided after each event

**SILVER Sponsor**

$3,500 – Exhibiting sponsor at ALL 2017 meetings

**Benefits**
- One (1) exhibit table at ALL the events
- Two (2) staff registrations for each of those events
- Recognition in event materials and signage, and on ASNM website with active link to your website
- Additional registrations at $425.00 per person, per meeting
- Attendee list provided after each event

**BRONZE Sponsor**

$2,300 – Exhibiting sponsor at TWO (2) of the three 2017 meetings

**Benefits**
- One (1) exhibit table at TWO (2) of the three meetings (you select)
- Two (2) staff registrations for each of those meetings
- Recognition in all event materials and signage, and on ASNM website with active link to your website
- Additional Annual registrations at $475.00 per person, per meeting
- Attendee list provided after each event

**SINGLE EVENT Sponsor**

$1,500 – Exhibiting sponsor at Annual Meeting

$900 – Exhibiting sponsor at ONE (1) of the two Symposia (SYMPOSIUM EXHIBIT HALL OPEN SATURDAY ONLY)

**Benefits**
- One (1) exhibit table at ONE meeting of your choice (Price dependent on which event selected. See above.)
- Two (2) staff registrations for the meeting
- Recognition in all event materials
- Additional registrations at $525.00 per person, per meeting
- Attendee list provided after event
SPONSORSHIP OPPORTUNITIES

A variety of sponsorship levels are available on a first-come, first-selected basis. To participate on behalf of your company, contact ASNM at info@ASNM.org, or (630) 832-1300.

Program Book Advertising

<table>
<thead>
<tr>
<th>Annual Meeting</th>
<th>$900 - Back Cover Ad on ANNUAL CONFERENCE Program Book. Limited to one.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500</td>
<td>Inside 1 page Ad in program book at the Annual Conference.</td>
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<tr>
<td>$250</td>
<td>Inside 1/2-page Ad in program book at the Annual Conference.</td>
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</table>

<table>
<thead>
<tr>
<th>Symposium (Winter or Fall Symposium)</th>
<th>$500 - Back Cover Ad on program book at the Winter Symposium or the Fall Symposium. Limited to one at each meeting.</th>
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Meal Function Sponsorship

Please note availability per meeting. Pricing shown is for companies already sponsoring a meeting. Outside companies will be charged a higher rate.

<table>
<thead>
<tr>
<th>Annual Meeting</th>
<th>$1,000 - Social Networking Sponsor (Limited to 1)</th>
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<tbody>
<tr>
<td>$500</td>
<td>Break Sponsorship (Limited to 5)</td>
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<tr>
<td>$800</td>
<td>Breakfast Sponsorship (Limited to 3)</td>
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<table>
<thead>
<tr>
<th>Symposium (Winter or Fall Symposium)</th>
<th>$750 - Social Networking Sponsor (Limited to 1 per meeting)</th>
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<tbody>
<tr>
<td>$250</td>
<td>Break Sponsorship (Limited to 3 per meeting)</td>
</tr>
<tr>
<td>$350</td>
<td>Breakfast Sponsorship (Limited to 2 per meeting)</td>
</tr>
</tbody>
</table>

Benefits

- Recognition signage at sponsored event
- Recognition in all event materials and signage, and on ASNM website

40th Anniversary Dinner (Saturday, May 6)

This celebration dinner marks the 40th anniversary of the development of spinal cord monitoring during spinal surgery. This dinner will honor those pioneers in the field from 1977 that have been able to join us in celebration.

- Diamond - $10,000
  - Present the Distinguished Pioneer Award at dinner
  - Signed copy of original program from organizer
  - Four (4) tickets to dinner event
  - Materials on Registration Table
  - Recognition on Event website

- Platinum - $2500
  - Two (2) ticket to dinner
  - Recognition signage on dinner table
  - Recognition on Event Website

- Emerald @ $1000
  - Recognition on Website
  - Recognition signage at event

For specific sponsorship requests, contact info@asnm.org

Non-Event Opportunities

Available for sponsoring or non-sponsoring companies.

Email Marketing

$150 per email
ASNM does NOT sell our membership lists. ASNM does sell an email blast to our membership. Someone in your organization must be a member of ASNM.

ASNM Website Sponsorship

$1,000 annually
Want to really stand out from the crowd? Become a sponsor of ASNM’s website, www.ASNM.org. Advertisers receive one (1) year of recognition on the home page. The sponsor’s logo will be hyperlinked to their corporate website.

Disclosure Statement

Please be advised that Sponsors/Exhibitors are not endorsed by ASNM which reserves the right to revoke sponsorship status at any time that the Executive Committee determines the sponsor’s/exhibitor’s business purposes and functions to be inconsistent with the core values of ASNM.
Annual Meeting & Symposia Information

AUDIENCE
Typical meeting attendees include intraoperative monitoring professionals, neurophysiologists, neurosurgeons, audiologists, anesthesiologists, neurologists, orthopedists, ENT surgeons, nurses, and professionals involved in interventional intraoperative neuromonitoring of evoked potentials, EMG and EEG during surgical procedures. The annual meetings typically draw 300+ attendees and 25 exhibitors and the regional symposia have 100+ and 15 exhibitors.

EXHIBIT SCHEDULE
Typical setup for Annual Meeting is the First day, 6:00 to 7:00 AM. Exhibit time: 7:00 AM to 7:30 PM each day, no exhibits on Sunday. Winter, Fall Symposia is SATURDAY ONLY with setup at 6:00 to 7:00 AM. Exhibit time: 7:00 AM to 7:30 PM or end of Networking Reception.

BOOTH DESCRIPTION
Each standard space includes one six to eight-foot table, two chairs, one basic electrical power supply, and full meeting registration for up to two exhibitors. We cannot guarantee that the exhibitor space will be locked at night or during breaks; please confirm with staff prior to making arrangements.

BOOTH FEE
See Gold, Silver, Bronze, and Single Sponsor levels. The fee includes two staff registrations. Additional attendees will be charged a fee based on sponsor level. For the two staff registrations, the fee includes breakfast, breaks, and a Saturday reception with attendees.

REGISTER NOW!
There are a limited amount of available booths sold on a first-come, first-served basis. All registrations received by the dates indicated will be part of the final program book.

MARKETING
Exhibitors will receive a list of registrant names to use for direct mail and marketing purposes.

SPONSORSHIP
See Additional Marketing Opportunities in this Prospectus for ways to expand your reach to ASNM members and attendees.

HOUSING INFORMATION
ASNM will secure a limited number of standard rooms at a special group rate plus applicable state and local taxes. You will be responsible for booking your own hotel rooms. These rates will be available for a limited time. For more information, please visit our website for the most up to date information.

SHIPPING INFORMATION
Typically, all boxes shipped to the event hotel must display a label stating the name of recipient, date of recipient’s arrival at the hotel, and the address and phone of the destination hotel. Any fees for packages and storage by exhibitors are the responsibility of the exhibitor/shipper.

DAMAGE & LOSS OF PROPERTY
The company listed on the agreement agrees to be responsible and reimburse the hotel host for any damage done to hotel property by said company, their employees or contracted services. The event hotel does not accept responsibility for the damage or loss of any merchandise or articles left in the hotel prior to, during, or following said company’s function. We cannot guarantee that the exhibitor space will be locked at night or during breaks; please confirm with staff prior to making arrangements.

CANCELLATION
The exhibit agreement may be cancelled up to four weeks before the event date. A 50% refund will be granted. Contracts cancelled within four weeks of the event will be charged the full exhibit fee.

CONTACT - ASNM at Info@ASNM.org or (630) 832-1300

Past Exhibitors
ABNM
ABRET
Ad-Tech Medical
Ambu, Inc
BB & T Insurance Services, Inc
Astro Medical
Axon Systems
Bromedicom
Broncor Inc Surgical Monitoring
Cadwell Laboratories, Inc
Cardinal Health
CDI
Compumedics USA Inc.
Computational Diagnostics
Consolidated Neuro Supply, Inc
Digitimer/MEPS
Ideal Health Careers
Faith Medical
Gulf Coast Billing
inomed North America
Impulse Monitoring, Inc.
INTEGRA
IOM Solutions
Ives EEG Solutions
Knowledge Plus, Inc
Lamont Medical
Max Neuro Supply Inc
Medical Staffing Network, Inc.
Medtronic
MEPs, LLC
MK Professional Billing Service
MVAP Medical Supplies, Inc
Natus Medical Incorporated
Neuro Alert Monitoring Services
Neurovision Medical Products
Neurosight
North American Spine Society
NeuroStream
NIHON KOHDEN America
PhysiOM
PMT Corporation
PRN Partners
Quantum Neuromonitoring
Rhythmlink International LLC
Rochester Electro-Medical, Inc.
Safe Passage
Sense Medical
Sentient Medical
Specialty Care
The Electrode Store
USMON

The American Society of Neurophysiological Monitoring
Terms, Conditions and Rules for Exhibiting in an ASNM-Sponsored Exhibit

1. INDEMNITY AND LIMITATION OF LIABILITY
Neither ASNM, nor the host Hotel/convention facility (hereinafter Exhibit Building), nor any of its officers, agents, employees or other representatives shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of the Exhibitor or any of its visitors, officers agents, employees or other representatives, resulting from their theft, fire, water or accident or any other cause. The Exhibitor shall indemnify, defend and protect ASNM and the Exhibit Building and save ASNM and the Exhibit Building, harmless from any and claims, demands, suits, liability damages, loss, costs, attorney’s fees and expenses of any kind which might result from or arise of any action or failure to act on the part of the Exhibitor or its officers, agents, employees or other representatives. It is the responsibility of the Exhibitor to maintain proper insurance coverage for its property and liability.

2. ASSIGNMENT OF EXHIBIT SPACE
ASNM shall assign the Exhibit Space to the Exhibitor for the period of the Exhibit (provided the Exhibit Building is made available to ASNM) in priority order passed on receipt of enclosed contract and sponsor level. Such assignment is made for the period of each Exhibit only and does not imply that the same or similar space be held or offered for future exhibits. Every effort will be made to respect the Exhibitor’s space choices whenever possible, but ASNM’s decision will be final. ASNM reserves the right to transfer assignments when such action is deemed to be in the best interest of the total exhibition. ASNM reserves the right to withdraw its acceptance of this Application/Contract if it determines in its sole discretion that the Exhibitor is not eligible to participate or the Exhibitor’s product or services is not eligible to be displayed in this Exhibit.

3. USE OF EXHIBIT SPACE
An exhibitor shall not assign to a third party its right hereunder to the Exhibit Space or any portion thereof without the prior written consent of ASNM, which it may withhold at its sole discretion if such consent is given, the Exhibitor shall assume full responsibility for the conduct of the assignee and all its representatives, and the Exhibitor shall not charge its assignee more than a proportionate share of the exhibit fee based upon the amount of Exhibit Space assigned.

3. DISPLAYS AND DECORATIONS
Merchandise, signs, decorations or display fixtures shall not be pasted, taped, nailed or tacked to walls. No Exhibit, merchandise or equipment shall be left in any aisle, but shall be confined to Exhibit Space. No signs or advertising devices shall be displayed outside Exhibit Space or projecting beyond limits of Exhibit Space as to interfere with any neighboring Exhibit.

4. OBSERVANCE OF LAWS
Exhibitor shall abide by and observe all laws, rules regulations and ordinances of any applicable government authority and all rules of the Exhibit Building.

5. EXHIBITOR CONDUCT
The prior written consent of ASNM is required for the employment or use of any live model, demonstrator, solicitor or device for the mechanism reproduction of sound. Such employment or use shall be confined to the Exhibit Space. ASNM, in its sole and absolute discretion, may withdraw its consent at any time, in which event Exhibitor shall terminate such activity immediately. Exhibitors are prohibited from bringing alcoholic beverages into the Exhibit Area without consent from ASNM. Exhibitor shall refrain from any action that will distract attendees from attendance at the Exhibit during open hours. Exhibitor shall not lead attendees from one Exhibit Space to another or to elevators or escalators. Exhibitors or any of its representatives shall not conduct itself in a manner offensive to standards of decency or good taste.

6. PHOTOGRAPHS
No photographs or recordings shall be taken in educational sessions without prior consent of ASNM.

7. AGREEMENT TO TERMS, CONDITIONS AND RULES
Exhibitor agrees to observe and abide by the foregoing Terms, Conditions and Rules and by such additions Terms, Conditions and Rules made by ASNM from time to time for the efficient or safe operation of the Exhibit, including but not limited to, those contained in this contract. In addition to ASNM’s right to close an Exhibit and withdraw its acceptance of this Application/Contract ASNM in its sole judgment, may refuse to consider for participation in future Exhibits an Exhibitor who violates or fails to abide by all such Terms, Conditions and Rules. There is no other agreement or warranty between the Exhibitor and ASNM except as set forth in this document. The rights of ASNM under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of ASNM.
YES! I wish to support ASNM by sponsoring as a:

- $5,000 Gold Level Sponsor, participating in all 2017 meetings
- 3,500 Silver Level Sponsor, participating in all 2017 meetings
- $2,300 Bronze Level Sponsor, participating in (pick 2):
  - Winter Symposium
  - Annual Meeting
  - Fall Symposium
- Single Event Sponsor, participating in (pick 1):
  - Winter Symposium @ $900
  - Annual Meeting @ $1,500
  - Fall Symposium @ $900
- Networking Reception Sponsor (please select)
  - Winter Symposium @ $750
  - Annual Meeting @ $1,000
  - Fall Symposium @ $750
- Break Sponsor (please select which meeting – we will contact you with specific day selection):
  - Winter Symposium @ $250
  - Annual Meeting @ $350
  - Fall Symposium @ $250
- Back Cover Sponsor (please select for which meeting):
  - Winter Symposium @ $500
  - Annual Meeting @ $900
  - Fall Symposium @ $500
- 40th Anniversary Dinner Sponsor
  - Diamond @ $10,000
  - Platinum @ $2500
  - Emerald @ $1000

YES! I wish to advertise:

- Email Advertising, $150 per email
- ASNM Website @ $1,000 annually

COMPANY INFORMATION

COMPANY

(as you wish it to appear on all related materials)

CONTACT NAME

CONTACT TITLE

ADDRESS, CITY & STATE, ZIP

EMAIL ADDRESS

FINANCIAL COMMITMENT

PAYMENT TYPE

- Check / money order (US funds only)
- Visa
- MasterCard
- Discover

*EXHIBITORS—Don’t forget to submit your high-resolution company logo in JPEG format and 200-word company description!

CARD INFORMATION

Card Number:

Expiration Date: CVV Code:

Cardholder Name:

Billing Address:
(if different from above)

TOTAL PAYMENT ENCLOSED $[

I have read the PROSPECTUS INFORMATION provided by ASNM. I attest that my exhibit satisfies the BOOTH DESCRIPTION and hereby agree to abide by the terms and conditions listed on page 7 of the Prospectus. I authorize ASNM to reserve exhibitor space in the name of the company listed above. I understand this agreement may be cancelled up to four weeks before the event date and a 50% refund will be granted. Agreements cancelled within four weeks of the event will be charged the full exhibit fee.

Signature

Date

ASNM Approval Signature

Date